

SPONSORSHIP OPPORTUNITIES

# DIGITAL THEATRE UPGRADE

The MOST's state-of-the-art theatre & planetarium opening February 2022

**MOST** 

MILTON J. RUBENSTEIN

MUSEUM OF SCIENCE & TECHNOLOGY

# PROJECT OVERVIEW

“Too low they build, who build beneath the stars.” – Edward Young



## MOST MISSION

To provide informal science learning experiences that ignite curiosity, encourage discovery, and inspire investigation.

The MOST will renovate its existing Omnitheater facility, converting it to a state-of-the-art digital theatre.

The Omnitheater at the MOST is a rapidly-aging facility, having been installed 20 years ago—it is outdated, presenting increased limitations on content and an overall unprofitable business model.

The new theatre will feature planetarium shows, science documentaries, interactive classrooms, gaming, and more, with vibrant colors, razor-sharp images, and cutting-edge surround sound.



## CINEDOME FUN FACTS

- There are only four CineDome laser installations in the country.
- The MOST theatre will be installing the new second generation laser-illuminated, ultra high-resolution Laser CineDome projection system. It will be only the second to exist in the world today!
- The dazzling laser projectors are capable of delivering up to 150,000 lumens.
- The new theatre will have state-of-the-art 5.1 digital surround sound.

## DISCOVER

### ROBUST CONTENT LIBRARY

The theatre will have increased quantity and quality of programming while also enabling virtual classrooms and streaming content. The MOST can show everything from dinosaur documentaries to a live chat with astronauts on the International Space Station—the possibilities are endless!

## LEARN

### INCREASED AUDIENCES

Audiences will widen to include high school and higher education, as well as strengthen existing programs: **Science Learning Partnership**, **Be the Scientist**, and **Sensory Friendly Time**. The theatre curriculum will align with New York State Science Standards and has closed captioning features.

## PLAY

### STRENGTHEN THE COMMUNITY

The theatre will forge new and strengthen existing connections with NASA, Indigenous communities, e-sports, local astronomers, other local museums, and other science centers from across the country.



MARCH – OCTOBER 2021

JULY 2021

OCTOBER 2021

NOVEMBER 2021

DECEMBER 2021

FEBRUARY 2022



The upgrade includes over a year of planning, fundraising, and construction

Demolition of old theatre

Lobby and Media Lab renovations begin

The MOST will host its 40<sup>th</sup> Anniversary Party and publicly announce the project

Theatre renovations commence including lights, sound, screen, seats, and D3D system

**PROJECT COMPLETION**  
Grand opening of new theatre

## ABOUT THE MOST

The MOST is home to 35,000 square feet of hands-on science and technology with award-winning programming for people of all ages and abilities.



### MOST VISION

The MOST will be a preeminent science and technology center, inspiring all generations through hands-on education and entertainment.

This project will redefine the MOST and Central New York by providing a marquee experience unlike any other in the region, fulfilling the MOST's mission and making it a true destination for visitors across the country and the world.

## CONTACT INFORMATION

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### D3D CINEMA

★★★★★ 125K VOTERS

D3D is the leading specialist in museum and attraction cinema integration—from giant screens and dome builds and generational upgrades, new immersive theatres, and retrofits to existing auditoriums.

D3D allows almost any content to be projected on the theatre screen. The system is so versatile that whatever creative content can be imagined can be projected on the screen.

**FOR MORE INFORMATION, VISIT: [d3dcinema.com](http://d3dcinema.com)**

